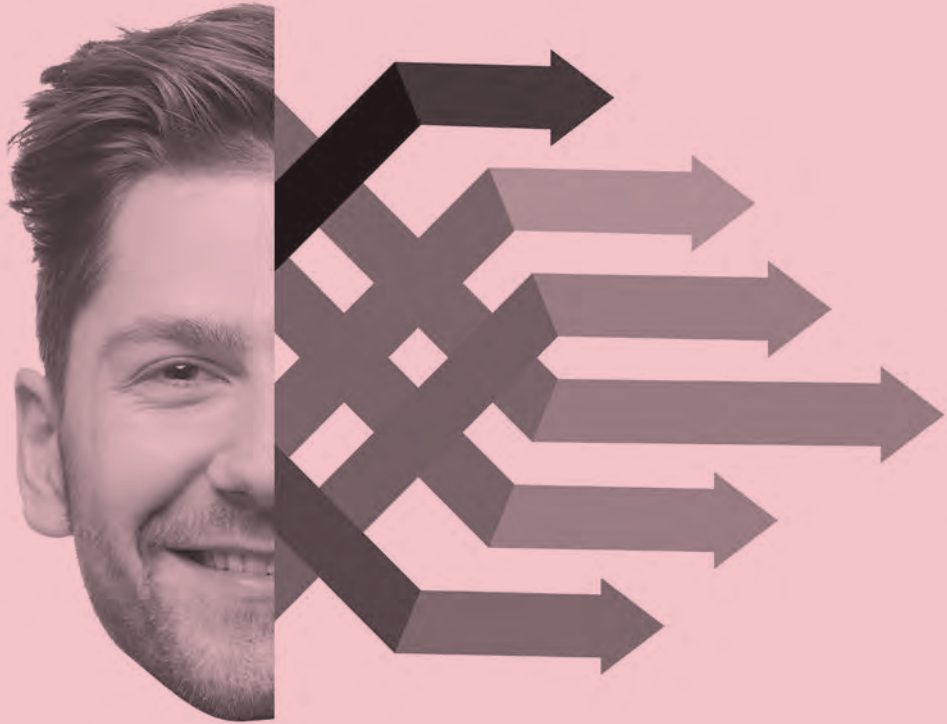


LAST KILOMETRE FREIGHT BREAKFAST WORKSHOP

FRIDAY 27 MARCH 2015



CITY OF MELBOURNE



A CONNECTED CITY

We manage movement in and around our growing city to help people trade, meet, participate and move about safely and easily, enabling our community to access all the services and opportunities the municipality offers.

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Last Kilometre Freight - Breakfast Workshop

April 2015

Disclaimer

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INTRODUCTION

Workshop intent

A stakeholder engagement workshop on last kilometre freight was held on Friday 27 March from 7 am to 9:30 am at the Melbourne Town Hall.

The purpose of the workshop was to understand the community's issues and opportunities with central city deliveries and to raise awareness of how last kilometre freight operations may be impacted by growth and change in the central city.

The workshop allowed attendees to ask questions and explain their key challenges, needs and ideas to the City of Melbourne - feedback which will be considered as we draft the Last Kilometre Freight Plan.

The workshop was facilitated by Bruce Turner from Phoenix Facilitation.

Workshop overview

Mr Turner briefly explained how the workshop would run and introduced the Deputy Lord Mayor who welcomed attendees and explained the City of Melbourne's interest in last kilometre freight.

The workshop was in two parts, presentations and workshop.

Presentations

Presentations were given by:

- David Mayes - Manager Strategic Planning, City of Melbourne.
- Rose McArthur - Technical Director, Integrated Transport Division, Mott MacDonald.
- David Sanders and Scott Hancock - Group Managing Director and Director of Technology, Bestrane.

Mr Mayes presented on the City of Melbourne's interest in last kilometre freight and introduced attendees to the project. International guest, Rose McArthur, then followed with a presentation on her experiences working on travel demand and last kilometre freight management projects using the London 2012 Olympics and the Glasgow 2014 Commonwealth games as examples. Ms McArthur then responded to 15 minutes of questions from the floor.

Mr Sanders and Mr Hancock from Bestrane presented on the loading dock technology their company has developed, which is currently being used by the Emporium shopping centre in Melbourne's CBD and the Barangaroo redevelopment in Sydney. Question and answer time also followed Bestrane's presentation.

Workshop

The second part of the workshop was a roaming brainstorming task where attendees were invited to identify what is working well, ideas, issues and aspirations for central city deliveries on post-it notes. These were then posted to the appropriate poster boards stationed around the room. Each poster covered a key last kilometre freight topic.

Attendees were then invited to gather around a board of interest to help group similar issues. A representative for each board then reported on the 'headlines'.

Workshop close

Mr Mayes thanked attendees for their participation, outlined the next steps for the City of Melbourne and closed the workshop. Attendees were welcome to remain and continue discussions with the presenters and other attendees.



Agenda

Last Kilometre Freight - Breakfast Workshop

Date: 27 March 2015

Time: 7:10am-9:30am

Where: The Yarra Room, Melbourne Town Hall

Item	Start	Time	Who
1. Breakfast buffet opens	7:10	25	
2. Welcome - Deputy Lord Mayor	7:35	5	Deputy Lord Mayor Susan Riley
3. City of Melbourne presentation and introduction to project	7:40	5	David Mayes
4. Presentation by Rose McArthur	7:45	15	Rose McArthur
5. Q&A with Rose McArthur	8:00	10	Rose McArthur
6. Presentation by Bestrane	8:10	10	David Sanders & Scott Hancock
7. Q&A with Bestrane	8:20	10	David Sanders & Scott Hancock
8. Workshop <ul style="list-style-type: none">• Roaming brainstorm - now and the future• Table discussion - group into themes• Table report back on the headlines	8:30	55	Facilitator
9. Next steps and close	9:25	5	David Mayes

PRESENTATIONS AND QUESTIONS

Presentations

The slides from the three presentations are included at the end of this report.

Question and answer sessions

The following questions and answers are not verbatim accounts; rather they are notes on the points raised during the question and answer sessions. Some additional information has been added for clarity.

Q&A with Rose McArthur

Q1. We used to have a lot of deliveries by rail and people would come and collect packages from train stations. Every train had a goods carriage and every station had a place for collection. Now we have gotten rid of metropolitan train deliveries. Are there any best practice examples of rail deliveries happening in other cities today?

A1: There are tube stations in London with click and collect grocery lockers so that people can get off the tube and pick up their shopping. Instead of multiple drop off points, the vans have one and people collect from there.

Over 95 per cent of freight in London is delivered on road. Rail is more for heavy goods movement.

During the London Olympics they used barges on the canal system for some rubbish collections to keep the waste trucks off the road. In terms of using rail, it was discussed but it never really got off the ground. It would have been difficult to collect from urban rail stations at a bigger scale.

Q2. I like the idea of a freight journey planner. Is that something that was in place before the games?

A2: The journey planner was probably the most singularly effective tool. It was one of the key milestones in getting the freight community on board because all of a sudden they had a realistic understanding of what things looked

like for them. It included height and width restrictions as well as congestion on the street. The planner helped people understand what their journey time really would be so that they could use this as the basis to make an informed decision about how and where they moved.

Q3. Could the tram network be used to make deliveries in Melbourne? I know Australia Post officers use them to deliver their letters.

A3: If you think about the volume of people trying to use public transport in European countries - public transport is a finite resource within cities and using trams for deliveries is not a good use of this resource given increasing demand for tram services from the population. If you look at Rotterdam and Amsterdam - they are delivering a lot of things by bicycle. The use of the public transport system in Europe for deliveries is not a good use of the resource, except for overnight.

Q4. The literature on this topic is about getting partnerships together and talking and talking. Please comment on this. Also, going back to the freight planner and how you got the companies to come on board - you said it was a long process.

A4: It took 12 months to get three organisations aligned and supporting the messages (for freight management for the London Olympics); reduce, retime, remode, use a bike. Everyone has a different agenda and opinion. How to get those people aligned is challenging. Urgency usually gets the better of people but it is all about leadership. In London it was Peter Hendy, Commissioner for Transport for London, who took charge and got things organised. He led the freight bulletin and the bulletin is still in use today. During the London Olympics Transport for London received its highest ever satisfaction scores from the public and companies - communication was a key reason for this.

Leadership is key, as is selling it right - that internal stakeholder engagement. There is a freight team still in place in London which was there during the Olympics.

Q5. Can you give some examples of where micro distribution centres have been used?

A5: It is always the organisations that put micro distribution centres in place. They know their businesses and their needs. We helped them by facilitating with information and support. These micro distribution centres were used by people who were innovative.

It is everyone doing one little thing - not one person doing everything.

Q&A with Bestrane

Q1: A lot of companies don't want other companies knowing what they are doing. Is there an issue with information sharing and organisations not wanting to share and how do you overcome that?

A1: That's true - whilst there is a community of vendors that surround each centre, those companies will compete in other contexts. The design of each community of interest needs to take this into account.

In each community we understand which carrier is contracted to deliver to each retailer. This combined with the sophisticated security model ensures that this information is only shared with parties authorised to do so.

The carriers don't see what the other carriers are doing and the retailers don't see what other retailers are doing, they don't even know if their goods came on the same truck.

It is this model that permits 95 per cent of the bookings to be made on an automated basis.

Q2: Do you manage to do pick ups with your system?

A2: A Dock Appointment is a promise to be at a certain place at a certain time - be that to pick up or deliver. These appointments can also be integrated with Purchase Orders or Sales Orders.

Q3: Is there any scope for this (Bestrane's freight booking system) to eventually be applied to a whole city?

A3: Absolutely. For example Barangaroo South is a mini city with a wide ranging community including residential, commercial, retail and entertainment. Its first residents move in later this year. When fully occupied it will have a working day population of around 30,000. This community will need to share a common set of loading docks to be controlled by MobileDOCK.





BUSINESSES WORKING TOGETHER
COOPERATION, COORDINATION AND CONSOLIDATION

TODAY

WORKSHOP SESSION

Brainstorm

The second part of the workshop involved a roaming brainstorming session where attendees identified what is working well, ideas, issues and aspirations for central city deliveries on post-it notes and then posted these to corresponding poster boards. Each poster covered a last kilometre freight topic.

The topics were as follows:

- Businesses working together - cooperation, coordination and consolidation
- Street access - parking facilities, loading zones and the use of space
- Timing and spreading the load - timing of deliveries, way-finding, scheduling and technology
- Project infrastructure - planning for disruptions, construction and events
- Buildings and street design - physical design and layout of streets and buildings
- Vehicle types - vehicle impact, mode options and technological advances.

Each poster was divided into four sections:

- What is working?
- Current issues
- Aspirations
- How to get there?

Themes

Attendees were then invited to gather around a board of interest to group together similar issues.

The following six pages contain verbatim write ups of each board, including layout. Each dot point represents an individual post-it note and each capitalised heading is the category name given in the grouping activity.

Headlines

A representative for each poster then reported back on the 'key headlines' from their board.

The key headlines, as reported to the group, were:

Businesses working together

- fragmentation today - lack of direction from government as to what their role should be
- IP sharing is an issue, businesses are anxious about sharing
- ideas on hubs, lockable boxes like Australia Post have and consolidation centres
- using current infrastructure differently
- collaboration - Australia Post owns last kilometre deliveries to the home, potential to use some of their learning's

Timing and spreading the load

- enthusiasm for local trials
- after-hours deliveries as key opportunities but need to work with industry
- desire for more information

Project infrastructure

- events are individually well managed
- information silos is an issue - data exists but it is hard to get hold of
- thinking of Melbourne as in a state of permanently hosting an event
- Melbourne Metro is coming
- need more open data

Buildings and street design

- consolidation centres
- integrated services for many functions
- sensors on road to manage loading zones
- prohibit private car parking

Vehicle types

- pedestrians not influenced too much at the moment
- vehicles are too large
- use bikes to connect to nodes at the edge of the city
- creating a congestion zone to keep private vehicles out

Street access

- ticketing systems like Sydney
- lowering speed limits in the CBD
- lots of bicycle talk
- theme of where loading zones should be placed - street corners, consolidated, extended clearway hours, etc.

BUSINESSES WORKING TOGETHER

COOPERATION, COORDINATION AND CONSOLIDATION

- the Olympics acted as the trigger to drive change in London. What/how can change be triggered/driven in Melbourne?

I.P. SHARING

- anxious about sharing info
 - commercial int.
 - I.P.
- data sharing

FRAGMENTATION

- fragmented, lack of whole-of-chain understanding
- levels of government. unsure what their roles could/should be

I.P. SHARING

- zone CBD for microdelivery
- adopt mobile dock or London Olympics logistics planner city-wide
- out of hours lockable boxes (In public spaces with businesses nominating preferred drops)
- aggregated, collaborate - break into precincts and have micro drop points
- independently operated CBD hubs - accessible to all users at fringe of CBD
- consolidation centres within larger high volume (receivers) to reduce traffic
- outside the CBD freight distribution hubs and micro distribution
- micro and macro delivery hubs can be stocked overnight and customers can pick up in the morning
- use post offices and parcel lockers as business hubs to be shared by small businesses

USE EXISTING INFRASTRUCTURE DIFFERENTLY

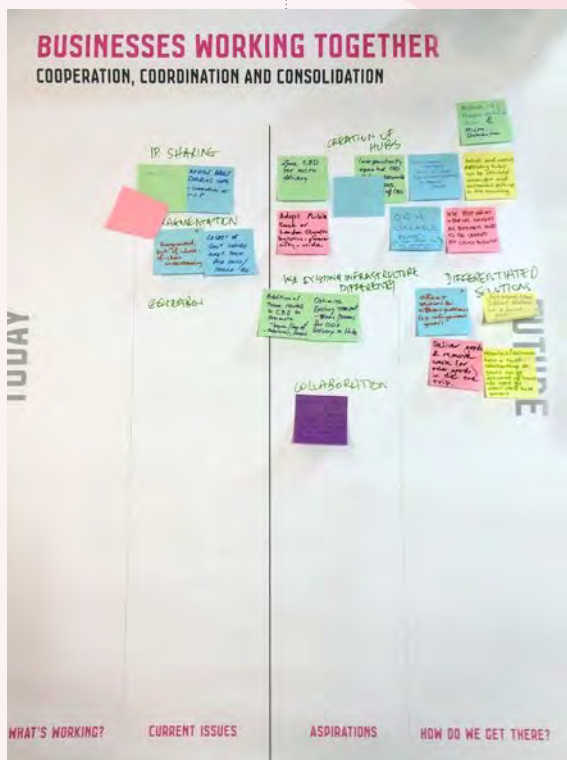
- additional tram routes in the CBD to promote "hop-on hop-off". Pedestrians, freight

COLLABORATION

- work in collaboration with entities like Australia Post who own last mile delivery to the home to provide insights for CBD implement

DIFFERENTIATED SOLUTIONS

- different solutions for different problems (e.g. refrigerated goods)
- using technology and streams. Different solutions for all goods - e.g. consumables (e.g. food, etc.) versus higher value items
- deliver foods and remove waste (or other goods) in the one trip
- retailers/deliverers have a trust relationship so goods can be delivered off hours without need for retail staff to be present



WHAT'S WORKING?

CURRENT ISSUES

ASPIRATIONS

HOW DO WE GET THERE?

STREET ACCESS

PARKING FACILITIES, LOADING ZONES AND USE OF STREET SPACE

TODAY

TICKETING

- why ticket delivery drivers? We need businesses, they need goods. What is the point?
- tickets for loading zones (like Sydney)
- new drivers (for example small craft beer company) get ticketed for delivering at the wrong time
 - competing modes for the same road space

LIMITS AND CONFLICTS

- lower traffic speed in the CBD to discourage private car use
- delivery vehicles and other road users - avoiding potential conflict between pedestrians/cycle and delivery vehicles
- prioritising modes on select routes (road use hierarchy) to optimise trips for that particular mode.

CYCLES

- cargo bike storage on street parking
- use e-cargo bikes to bypass noise restrictions in evening (24 hour city)
- upgrade key cycle routes to accommodate e-cargo freight. e.g. St Kilda Road
- drop boxes on side of road for cargo bikes
- Interactive website that shows delivery restrictions (info for drivers)

PEOPLE MOVEMENT

- super tram stops
 - traffic lights 1 x lane
 - 'all peds go' crossings
 - all traffic flow

- shared micro distribution centres

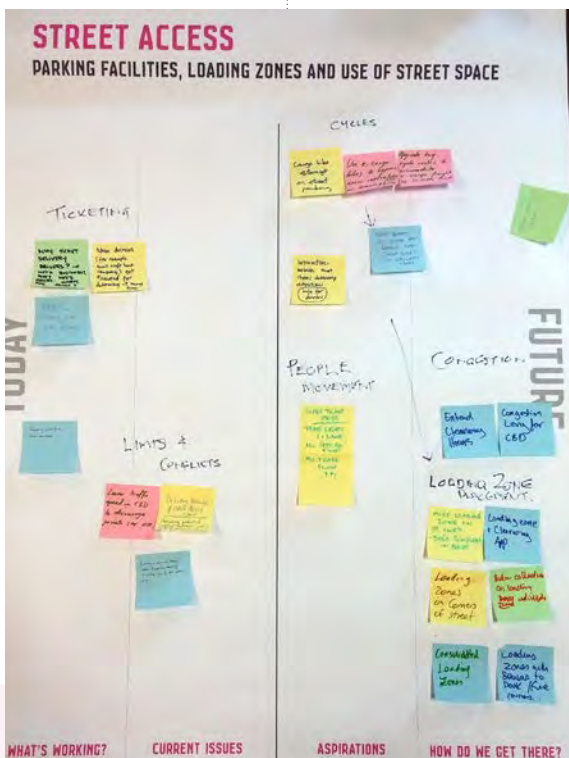
CONGESTION

- extend clearway hours
- congestion levy for CBD

LOADING ZONES

- more loading zones on street corners. Deliveries completed in grids
- loading zone and clearway app
- loading zones on corners of street
- consolidated loading zones
- data collection on loading zone utilisation
- loading zones with sensors to book/fine couriers

FUTURE



WHAT'S WORKING?

CURRENT ISSUES

ASPIRATIONS

HOW DO WE GET THERE?

TIMING AND 'SPREADING THE LOAD'

TIMING OF DELIVERIES, WAYFINDING, SCHEDULING AND TECHNOLOGY

TODAY

INFO

- journey planner (London experience)
- GPS and route planning
- easy info for new deliverers
- seek better co-ordination between suppliers so trucks do not run empty
- templates and guides on what to do
- wayfinding signage not good regarding loading zones and regular parking

AFTER HOURS

- B2C more comfortable with after hours. B2B problems with cost for carriers and receivers
- after hours delivery costs for labour and higher level of management of fatigue
- night under utilised

RESEARCH

- what is the CDB's freight task and how is it special?
- deliverer's perspective: do they have to deliver after-hours in CBD and work-hours else where on their run?

AFTER HOURS

- consolidate pick ups and deliveries to use one vehicle instead of two
 - probably biggest opportunity area
- (applies to all topic areas)

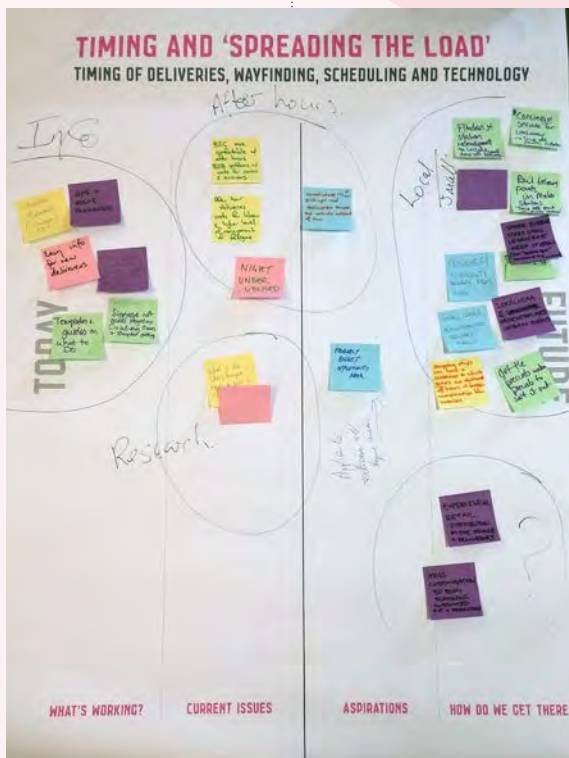
LOCAL/SMALL

- Flinders Street Station redevelopment to include small drop off/delivery collection points. Concierge service for consumers
- rail delivery points in Melbourne. Drop off points in metro station
- start with the keen ones. Work with those keen to move fastest
- share evidence, start small, learn fast, keep it open (no "black box" proprietary solutions)
- consumer/community delivery from hubs
- pilot in Degraives Street
- localism and decentralised urban forms
- small, nimble decentralised delivery models
- shopping strips can have a container to which goods are delivered off hours - better coordination between retailers
- get the precincts lockers. Precincts to sort it out

?

- experiential retail. Distribution at the fringe and deliveries
- mass customisation. 3D body scanning. Customised fit and production

FUTURE



WHAT'S WORKING?

CURRENT ISSUES

ASPIRATIONS

HOW DO WE GET THERE?

PROJECT INFRASTRUCTURE

PLANNING FOR DISRUPTIONS, CONSTRUCTION AND EVENTS

- dis/con events individually well managed
- access to siloed data
- company/private data
- data exists in silos
 - event dates/info
 - road closures
 - road works
 - pedestrian counts
 - parking data

- Melbourne Metro rail project - don't waste a good crisis
- think of and plan for the City of Melbourne as a "permanent event"
- more open data
 - machine readable
 - private and public
- sophisticated markets for data
- parking stations outside of CBD fringe
- explore ways for balancing privacy with "public good"
- don't just focus on the CBD
 - Arden Macaulay
 - City North
- freight forum and regular weekly bulletin
- more communication
 - coordinated
 - on advice from precincts
 - what do they want?
- shared consolidation centres in CBD



Annotated map an attendee affixed to the poster

WHAT'S WORKING?

CURRENT ISSUES

ASPIRATIONS

HOW DO WE GET THERE?

BUILDING AND STREET DESIGN

PHYSICAL DESIGN AND LAYOUT OF STREETS AND BUILDINGS

QUIET DELIVERY DOCKS

- quiet delivery docks built into planning scheme rather than retrofitted
- encourage/support innovation for quiet delivery docks

EARLY PLANNING

- think about how freight will be impacted in planning stage
- planning support for more secure deliveries
- deliveries pelletised. Freight through tailgate - no dock space

SAFETY/ENVIRONMENT

- safety for visitors/pedestrians from loading zone uses
- street environment - how can we reduce the impact of loading docks on the street and amenity
- how to get tradies out of loading zones and Swanston Street
- urban renewal and change precincts - how can we integrate services for many buildings and functions

REGULATIONS

- mandate maximum loading bay areas
- use of roads/streets for dedicated loading zones times - bookable

BUILDING DESIGN

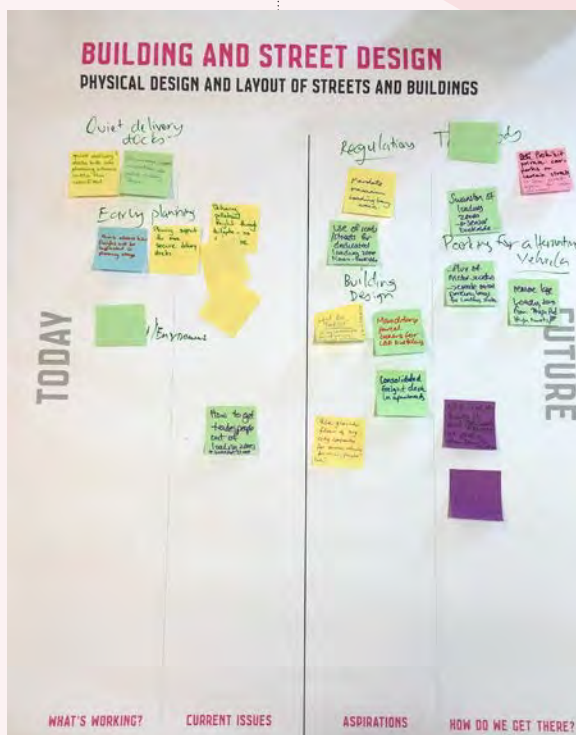
- land use "conflict" - in an increasingly mixed use city - how can building design help prevent conflicts? e.g. noise, light spill, etc.
- mandatory parcel lockers fore CBD buildings
- consolidated freight dock in apartments
- use ground floor of big city car parks for service vehicles; mini freight hubs

TECHNOLOGY

- sensors in road to manage loading zone booking times
- prohibit private car parks on certain streets to free space for other purposes
- Swanston Street loading zones - sensor bookable

PARKING FOR ALTERNATIVE VEHICLES

- influx of motor scooters - create on-road parking bays for loading scooters
- remove large loading zones from high pedestrian/high tourist roads
- use end of Bourke Street Mall (between Swanston and Russell streets) as parking then deliver on trolley
- remove all street public parking during business hours to be used by commercial/freight vehicles



WHAT'S WORKING?

CURRENT ISSUES

ASPIRATIONS

HOW DO WE GET THERE?

VEHICLE TYPES

VEHICLE IMPACT, MODE OPTIONS AND TECHNOLOGICAL ADVANCE

TODAY

- the pedestrian experience in Melbourne doesn't seem heavily impacted by freight
- delivery vehicles too large

- very limited use of low impact modes
- vehicle emission problems

ELECTRIC/HYBRID VEHICLES

- more cargo bikes meeting
- electric delivery vehicles
- electric cargo bike
- electric cargo bikes
- hybrid technology - engine stop not idle
- encourage use of electric delivery vehicles
- smart vehicles - energy, capacity, fit for purpose
- collaboration between quiet electric vehicle manufacturers and businesses

BIKES

- cycling as a freight mode
- use of cargo bikes for smaller speedier deliveries
- cargo bikes meeting vans on skirt of CBD
- cargo bikes share scheme - 'Go Get' for cargo bikes
- provide incentives for cargo bikes

ALTERNATIVE NETWORKS

- use the river

'CONGESTION' ZONE

- removing not required vehicles (private) from the CBD

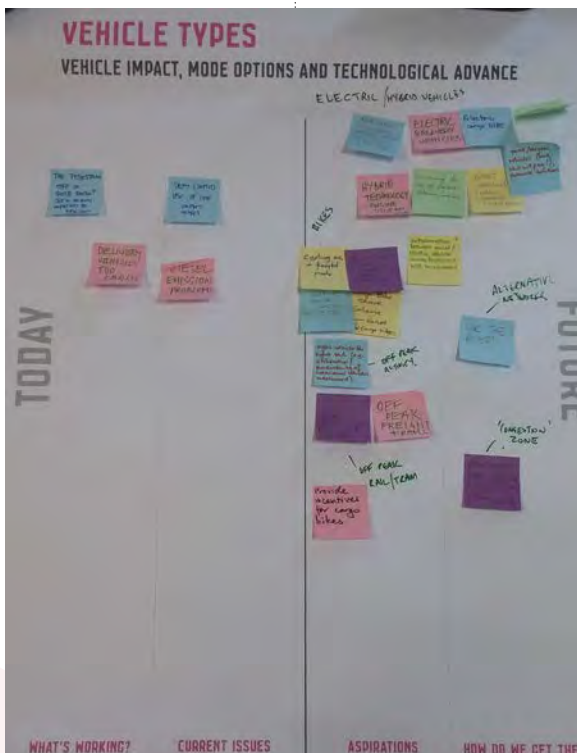
OFF PEAK ACTIVITY

- right vehicle for night task e.g. utilisation/productivity of individual vehicles maximised

OFF PEAK RAIL/TRAM

- use off-peak rail as per former goods carriage
- off-peak freight trams

FUTURE



WHAT'S WORKING?

CURRENT ISSUES

ASPIRATIONS

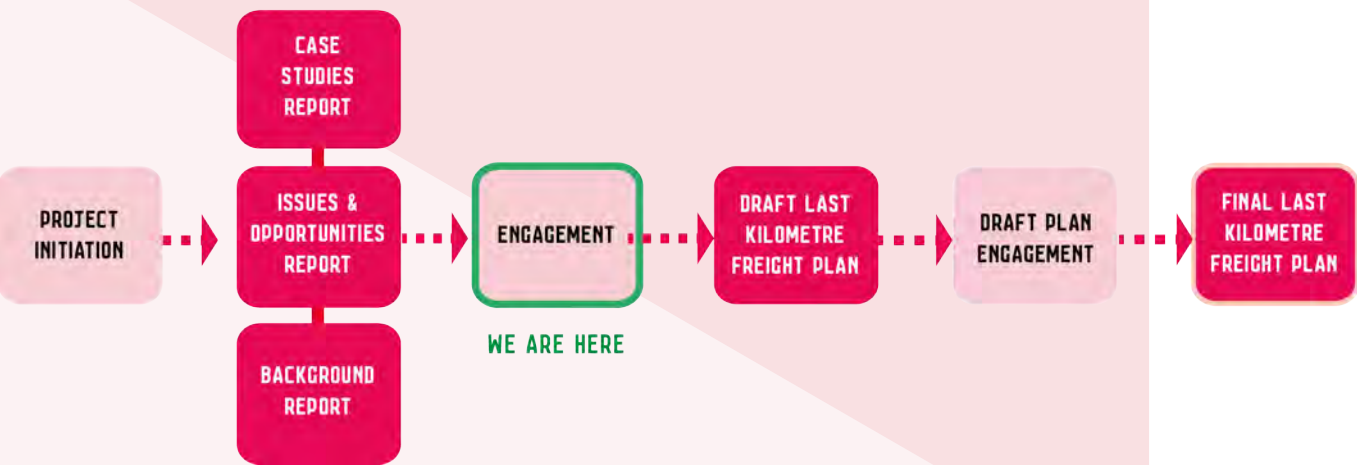
HOW DO WE GET THERE?

NEXT STEPS

Following the pre-draft community engagement on issues and opportunities, the next step is to draft a Last Kilometre Freight Plan for the City of Melbourne.

The feedback and learning's derived from this workshop will help to inform the draft plan.

The draft plan will be presented to the City of Melbourne's Future Melbourne Committee for consideration later this year, if the draft plan is endorsed by the Committee, community engagement on the draft will be undertaken giving our community a further opportunity for input into the project before a final plan is prepared and endorsement from Melbourne City Councillors is sought.



Last Kilometre Freight - Timeline

TIMING AND 'SPREADING THE LOAD'

TIMING OF DELIVERIES, WAYFINDING, SCHEDULING AND TECHNOLOGY



How to contact us

Online: melbourne.vic.gov.au

In person:

Melbourne Town Hall - Administration Building
120 Swanston Street, Melbourne
7.30am to 5pm, Monday to Friday
(Public holidays excluded)

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LAST KILOMETRE FREIGHT

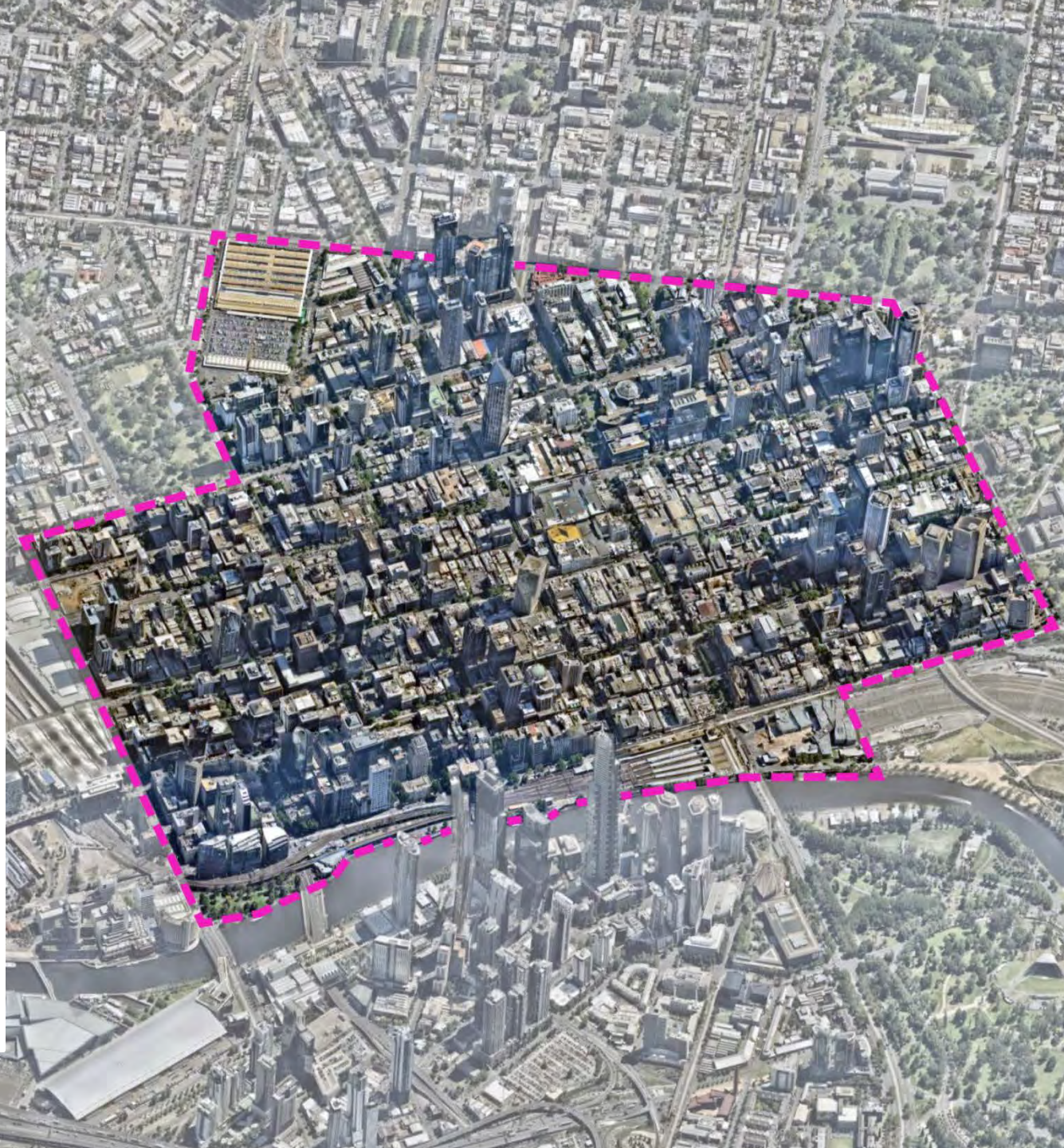
BREAKFAST WORKSHOP, 27 MARCH 2015





2002-2012

- 149% increase in residents
- 25% increase in jobs
- 66% growth in food and beverage establishments
- 30% increase in business services
- 18% increase in retail establishments





A TRANSFORMING CENTRAL CITY



PURPOSE OF THE WORKSHOP

- Bring people together to stimulate thinking on how a transforming central city will change the way goods are delivered.
- To hear what are the big issues and opportunities in last kilometre freight.
- To learn from overseas examples and from each other to improve the way we deliver and receive goods.
- To begin the conversation on better freight solutions for the central city.

QUESTIONS

From your experience NOW:

- What is working well?
- What are the current issues?

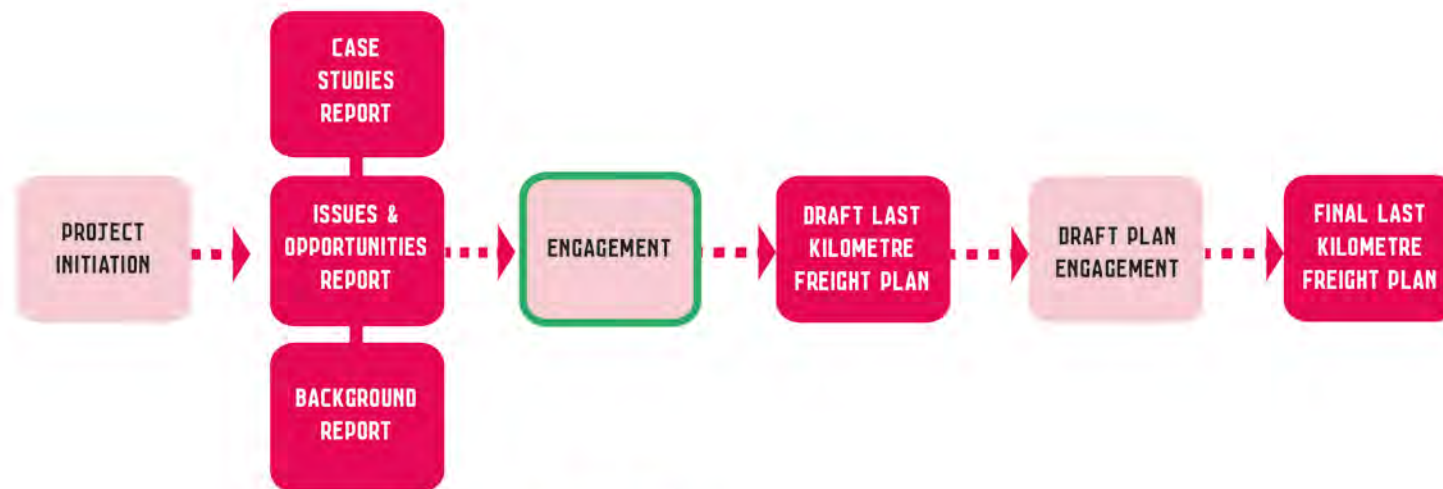
Thinking about the FUTURE:

- What are your aspirations for the central city?
- How do we get there?
 - What can you do?
 - What should the City of Melbourne do?
 - What else should be done? Who should do it?

SUBMISSIONS

- Completing the feedback forms on your table
- Online at Participate Melbourne
- By email to freight@melbourne.vic.gov.au

NEXT STEPS



WE ARE HERE



THANK YOU

WWW.MELBOURNE.VIC.GOV.AU/PARTICIPATE

How to Keep City Freight Moving During Planned Disruption

Travel Planning comes of age

- **Manage expectations** – so that reasonable passenger and business expectations are set (i.e. plan your journey in advance, expect some delays, works will be happening for 2 years etc.)
- **Manage total demand at hotspots** - Reduce, retime, remode, reroute
- **Help optimise the transport network** – by providing all users with guidance on the most appropriate routes available (including non-intuitive)
- **Work closely with the business community** – to minimise demand whilst ensuring continuity
- **Support transport reputation management** - all of you
- **Provide legacy foundations** – for long-term positive behaviour change



Roadwork delays to continue

98 projects started
230 still on the way

Julie Daly
j.daly@press.co.nz

INFRASTRUCTURE

Christchurch motorists should not expect any respite soon from seemingly endless roadworks, detours and road closures across the city.

Repair work on and below quality roads is ramping up, meaning more, rather than less, frustration for drivers negotiating cramped streets clogged with traffic.

On the plus side, motorists have won praise from police for their patience with the ever-changing labyrinth on Christchurch's streets.

The Stronger Christchurch Infrastructure Rebuild Team (SIRT) website says 98 projects are under way in the city, costing \$26.4 million.

A further 230 projects totalling almost \$1.5 billion are in the design or concept stage.

A SIRT spokeswoman said most of the projects would impact road users but the work had to be done to rebuild the city's quake-damaged roads and water networks.

Commuters in west Christchurch – many of them relocated workers from central city offices – are next in line for delays set to last months.

A new wastewater pipe will be installed on Birmingham Dr in Middleton from today to service planned growth areas in the city's southwest.

Traffic will be reduced to one-way flowing east and the four-month project is expected to affect Blenheim and Lincoln roads.

Yesterday, works starting on Moorhouse Ave meant restricted access to Manchester and Malins streets. That project will take a fortnight.

Major detours at the Linwood Ave/Adams Rd/Buckley Rd intersection may soon be lifted, with the project scheduled to finish in four days.

Richmond has the highest

- 1000km new roads.
- 400km new sewer mains.
- 100-km new water mains.
- \$2.2b budget.

It is tiring at the end of the day. If you are late because there's traffic and road works, some days you are spending all day saying you're sorry.

Jacqui Stewart
j.stewart@press.co.nz



Traffic maze: Ever-changing roadworks such as North Avon Rd looking east towards the North Parade intersection are a constant source of delay for Christchurch road users. Photos: DEAN WOODWARD/PAFFA/ANZ

in Wainoni, Avonside and Shirley the worst.

The works could be better managed to coincide with traffic flows, he said.

"It's all pretty bad everywhere, really, it's a pain."

Dallas Aubrey said Linwood was the worst spot.

A taxi driver, who did not wish to be named, said the roads were "horrible".

"Every road is different, every day is different. You get different customers and you go around the corner and it's blocked off, and they say, 'oh my god, more money'. You've got to turn around and go

the other way. It's terrible."

Tyler Ashcroft said it was "annoying, but what can you do? You can't do anything about it. There's no point getting all flustered about it. It's not going to make it get done faster."

A Summer motorist waiting in a queue near the Ferrybridge Bridge works said driving in the city was not so bad, "but out this way it's pretty awful".

In St Martin, Jacqui Stewart, of Halwell, said traffic delays were challenging but the "reality" of living in Christchurch.

"You just allow for it. It is tiring at the end of the day. If you are late

because there's traffic and road works, some days you are spending all day saying you're sorry."

At the Lyttelton St/Frankleigh St/Sparks Rd roundabout in Spreydon, carpet layer Brent Ringblat, of Avonside, said the roadworks did "p... you off".

"Just the inconvenience, I'm trying to get to Hoon Hay Rd and I couldn't go up there, so I'm having to come up here. And the customer is there waiting for me."

Hub? Wastewater renewal started on Moorhouse Ave yesterday, with restricted access to Madras St.

Photos: KIM HARRISON/PAFFA/ANZ



TDM Interventions & Audience Segmentation

TDM Programme

Travel Advice
for Businesses

- Working with business & intermediaries
- Sliding scale of support
- Targeted self help material
- Travel advice campaign site

Freight

- Engagement with the Industry
- Change to delivery patterns
- Web toolkit & Focus group
- Awareness Campaign

TDM
Communications

- National & Gold Coast Awareness Campaign
- Business Focus Campaign
- Hotspots Campaign
- GRN, Venues & Hotspots Campaign

Travel
Advice
Services (TAS)

- Games Travel Web pages
- Spectator Journey Planner
- Real Time Travel Information
- Mapping/guides/handouts

London 2012 Understanding the Challenges

Freight



*How will your deliveries
be made during the Games?*



AVOID **KNOW**
GAMES LANES **THE**
PLAN FOR ROAD **ORN**
RESTRICTIONS
ALLOW EXTRA
JOURNEY TIME
USE ALTERNATIVE ROUTES
ENCOURAGE
EARLY ORDERING

Temporary road changes and congestion will affect deliveries in certain parts of London and around other UK Games venues from 25 July (Olympic Games) and 27 August (Paralympic Games). For help planning deliveries, visit tfl.gov.uk/2012Freight

MAYOR OF LONDON HIGHWAYS agency Transport for London



Implications - Deliveries

- Longer delivery journeys
 - Impact on drivers hours
- Reliability in meeting delivery windows
- Kerbside access
- Proximity to venues and local access
- Road events – timings and access to premises



Solutions

- Reduce - pre-order, preventative maintenance
- Re-time - out-of-hours deliveries, change days
- Re-route - change drop order
- Revise mode - collect from store, deliveries to staff

One size doesn't fit all:

- Depends on location / sector / commodity

Communicate with your supply chain

- How are your suppliers preparing?
- Have they attended freight advice workshops?



Out-of-hours delivery

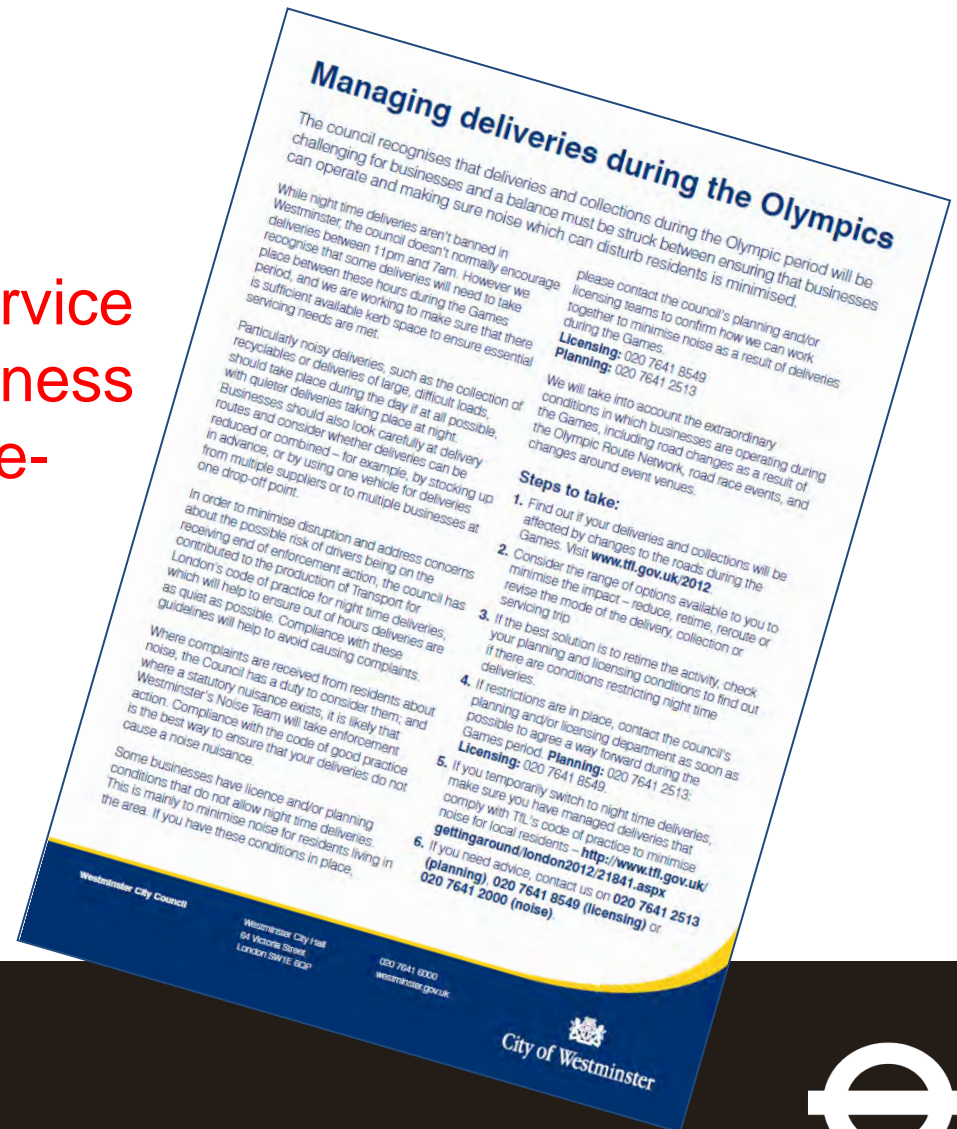
Current advice to businesses and operators

- Identify delivery points impacted by Games-time changes to network
- Understand nature of restrictions that impact each delivery point (planning, noise, alcohol licensing, kerbside, voluntary, or none)
- Determine appropriate solutions to the delivery issues identified (e.g. pre-ordering or consolidation of activity, rather than an out-of-hours delivery)
- If there are no restrictions, or they are voluntary – operators and businesses should use the Code of Practice, taking into account the local situation
- If other restrictions apply - businesses should talk to the Borough
- Guidance note from Local City Council



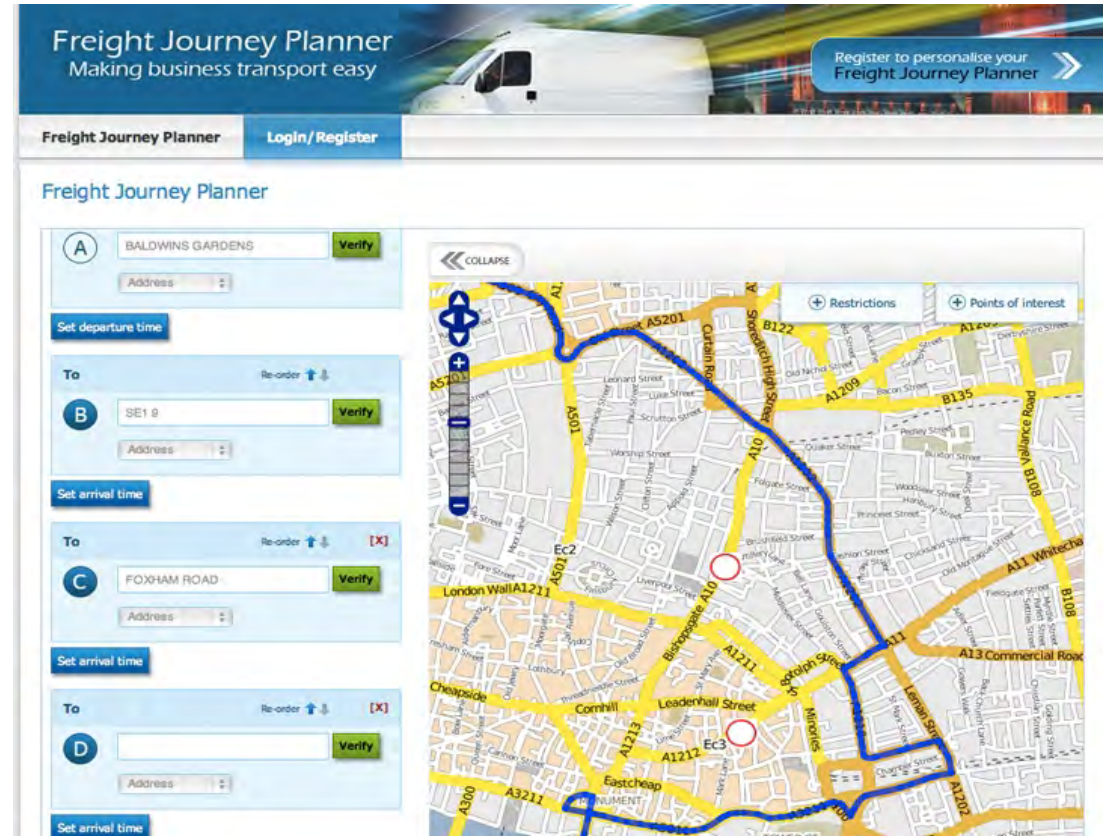
Out-of-hours delivery - Westminster

<http://www.westminster.gov.uk/services/leisureandculture/olympics/businesses/managing-deliveries-during-the-olympics/>



Freight Journey Planner

- Plan journeys taking account of all Olympic restrictions
- Free to use
- Bespoke routes for different vehicle sizes



Summary

- Plan
 - 4 Rs
 - Understand your particular circumstances
 - Location
 - Speak with your supply chain



Businesses and Freight engagement

- 150 business intermediaries supported
- Major businesses directly participating in 611,000 employees (600 SSA)
- 20,000 SMEs in hotspots visited by TDM representatives
- 42,000 packages of information mailed to London businesses
- 1,025,115 business newsletters sent during the Games
- 21,786 businesses attended presentations
- 2,856 businesses given direct freight advice
- 3,013 people attended freight workshops



The Games are coming

Get around more easily by planning ahead

This year brings the largest sporting events in the world to the UK - the Olympic and Paralympic Games. Because we're hosting these large events, you'd expect roads and public transport to be much busier than usual. We've developed this site to help you understand where the travel hotspots will be and enable you to plan in advance to make your journeys easier.



Olympic Games
27 July - 12 August 2012
Paralympic Games
29 August - 9 September 2012

View information for your area:

London

Go



News & Updates

Latest on Twitter

Going to the Games

How will your deliveries be made during the Games?



ALLOW EXTRA JOURNEY TIME
AVOID GAMES LANES
ENCOURAGE EARLY ORDERING
KNOW THE OUT OF HOURS DELIVERIES
ARRANGE FOR ROAD RESTRICTIONS



Directions at tfl.gov.uk/2012/Freight

HIGHWAYS
AGENCY
Safe roads, better journeys, informed travellers

On your marks...

Get set...

Go!

Port don



Plan my journey

Enter your start location and venue then choose your travel options below

From:

To:

Date: Arrive at:

☐ Return Journey

Date: Leave at:

Select your travel options below and plan your journey

Public Transport River Services Park & Ride Blue Badge Cycle



To plan a journey to your selected venue select next. If you have additional mobility needs please select these first.

[Further accessibility options](#)

Plan my journey >

Top Tips



Plan and book your transport early - this guarantees that you get to choose from the options that best suits you. Remember to indicate your event start time.

Spectator journey planner FAQs



Browse our FAQs about the spectator journey planner.

Browse

Walking to the Games



Read more about walking to Games



Keep your business running smoothly during the 2012 Games November 2010

Keep on running



What happened?

- A third of Londoners did something different during the Games
- Olympic Games weekday behaviour changed 35%
- Paralympic Games weekday behaviour changed 31%
- Re-time the favourite of the 4Rs – followed closely by the reduce
- 15% less traffic in central and inner London on highways
- Record patronage: 62 million tube journeys, 35% increase: 4.5 million journeys on the busiest day on the tube
- No meltdown



Legacy

- OOH deliveries continue
- Freight Forum continues
- Communication as much as transport planning
- Every program refines and develops the solutions
- Collaboration is absolutely key
- Using every single lesson learned really helps



BEAT THE RUSH. TRAVEL EARLIER.

23 JULY TO 3 AUGUST

The Commonwealth Games are on their way – and it's going to be busy. But there are ways to avoid hold-ups, like setting off on your journey a little earlier (or later) to your home or office. Plus look out for information on the extra services being provided by some transport operators, to make things easier.

Glasgow 2014: keep your travel on track.

To help you plan ahead, go to getreadyglasgow.com

Follow us @GamesTravel2014

IN PARTNERSHIP WITH





Intelligent Docks for Smart Cities

LAST KILOMETER FREIGHT BREAKFAST WORKSHOP

27 MARCH 2015



David Sanders Founder Bestrane Group

CEO since founding Bestrane. Formerly Managing Partner at Dawson Consulting, Supply Chain Practice Leader for Deloitte Consulting and A. T. Kearney.

Scott Hancock CTO Bestrane Group

Chief Technology Architect . Formerly Oracle , Descartes and Dunn and Bradstreet .

Bestrane was created to develop technology enabled Supply Chain Co's.

MobileDOCK is 100% owned by Bestrane Group and completely focused on enabling Smart Cities



Eliminating Road Congestion

Eliminating Site Congestion

Minimising Wait Time

Reducing Greenhouse Gas Emissions

Enables Optimal, Secure Dock Delivery

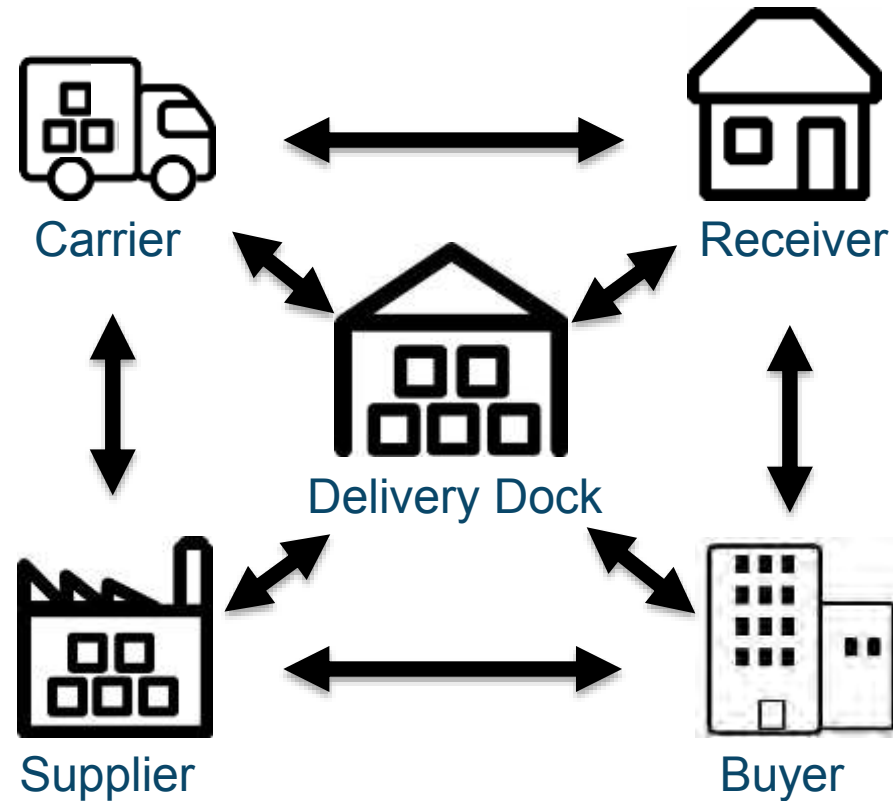


Increasing Site Capacity

Increasing Delivery Efficiency

Providing Compliance Management

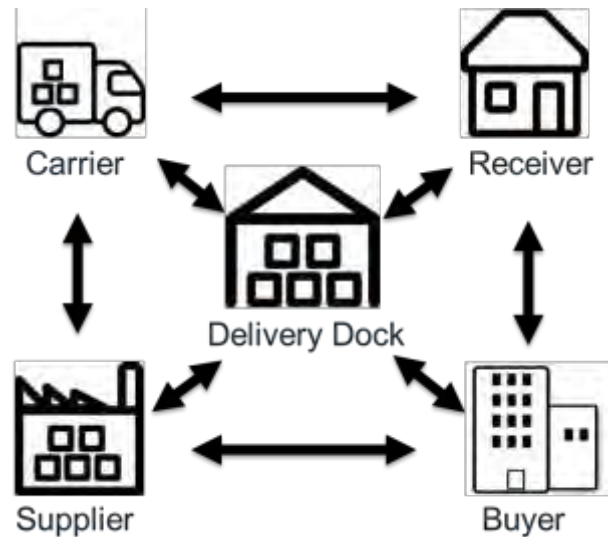
The Dock Delivery problem



The Dock Delivery problem

Issues

- **Manual** Processes
- **Unscheduled** Arrivals
- **Unannounced** Arrivals
- **Incompatible** Vehicles
- **No** auditable POD
- **Inefficient** Labour
- **Limited** Visibility
- **No** Chain of Responsibility

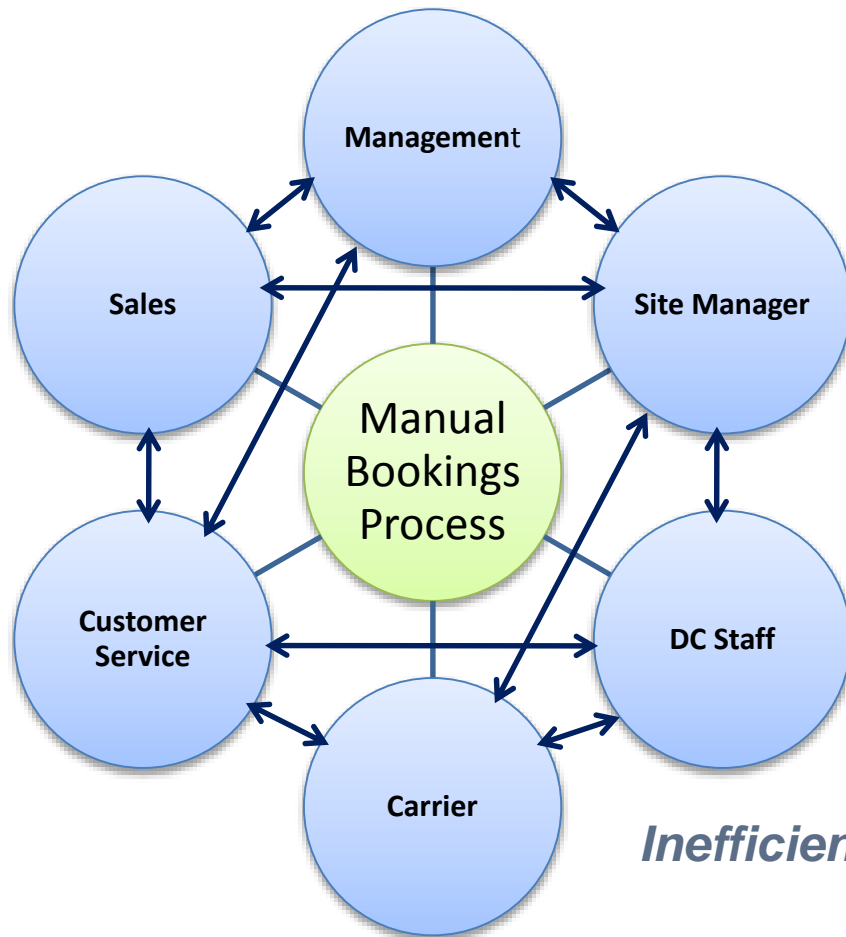


Consequences

- **Traffic** Congestion
- **Dock** Utilisation
- **Wait** time
- **Unidentified** Delivery
- **No** Accountability
- **Lost** Revenue
- **Uncertainty**
- **Liability**

Current Business Practice

Manual Planning



Manual Execution

DATE: 04.02.15 DAY: Thursday SHEET NO: 2

NAME	COMPANY	ISSUE NO.	TIME IN	TIME OUT	GOING TO	CONTACT PHONE
Gavin	A.A.S.P.	018	0813	0824	H	04227852
Jack	ES	01	0815	0820	ES	040588578
Sam	med	01	0816	0821	PK Top Rail	
Con	aguna	018	0823	0828	aguna Station	01000960
mick	blevost	018	0824	0828	Swiss	043146226
parad	lee	018	0826	0830	maters	048164187
Wendy	FR	018	0828	0833	F/C	041841214
Sam	MT	018	0833	0835	F/C	9520 P61
—	—	—	0832	0832	H	
Bob	Anglo	018	0836	0840	S/W	04091402
deep	direct	018	0839	0849	myer	042389086
Steve	018	0839	0842	0842	claw	04075880
Emy	018	0839	0842	0842	myer	04170838
mick	018	0839	0842	0842	bhaue	041277107
terry	018	0839	0842	0842	myer	042626970
albert	018	0839	0842	0842	myer	042177140
frank	018	0839	0842	0842	myer	041622251
lee	018	0839	0842	0842	myer	041024231
ken	018	0839	0842	0842	in the city	041858002

Inefficient and High Cost, High Risk

The MobileDOCK Transaction



MobileDOCK connects a **community**



Case Study

4000 Appointments per Month

650



Carriers

380

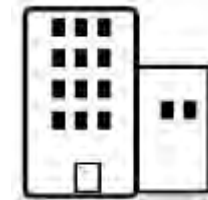


Suppliers



Receiver (Tenants)

364



Buyers

250

MobileDOCK

Communities are Cities



Case Study

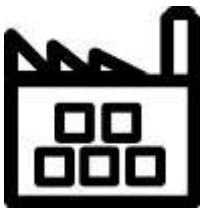
000's Appointments per Month

00's



Carriers

000's

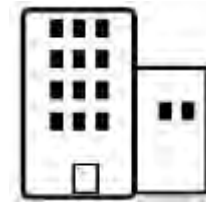


Suppliers



Receiver

Commercial
Retail
Residential
Place
Construction

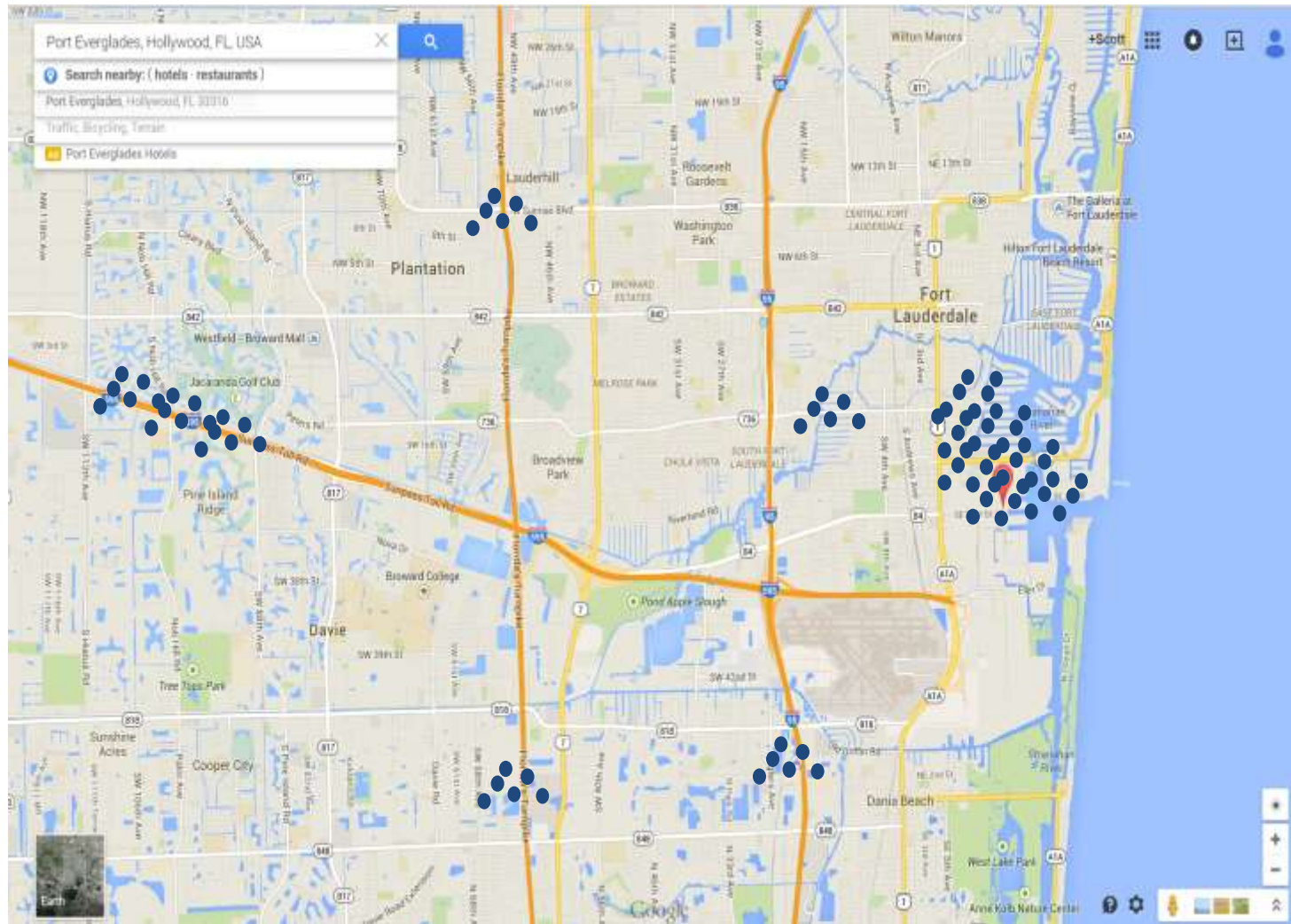


Buyers

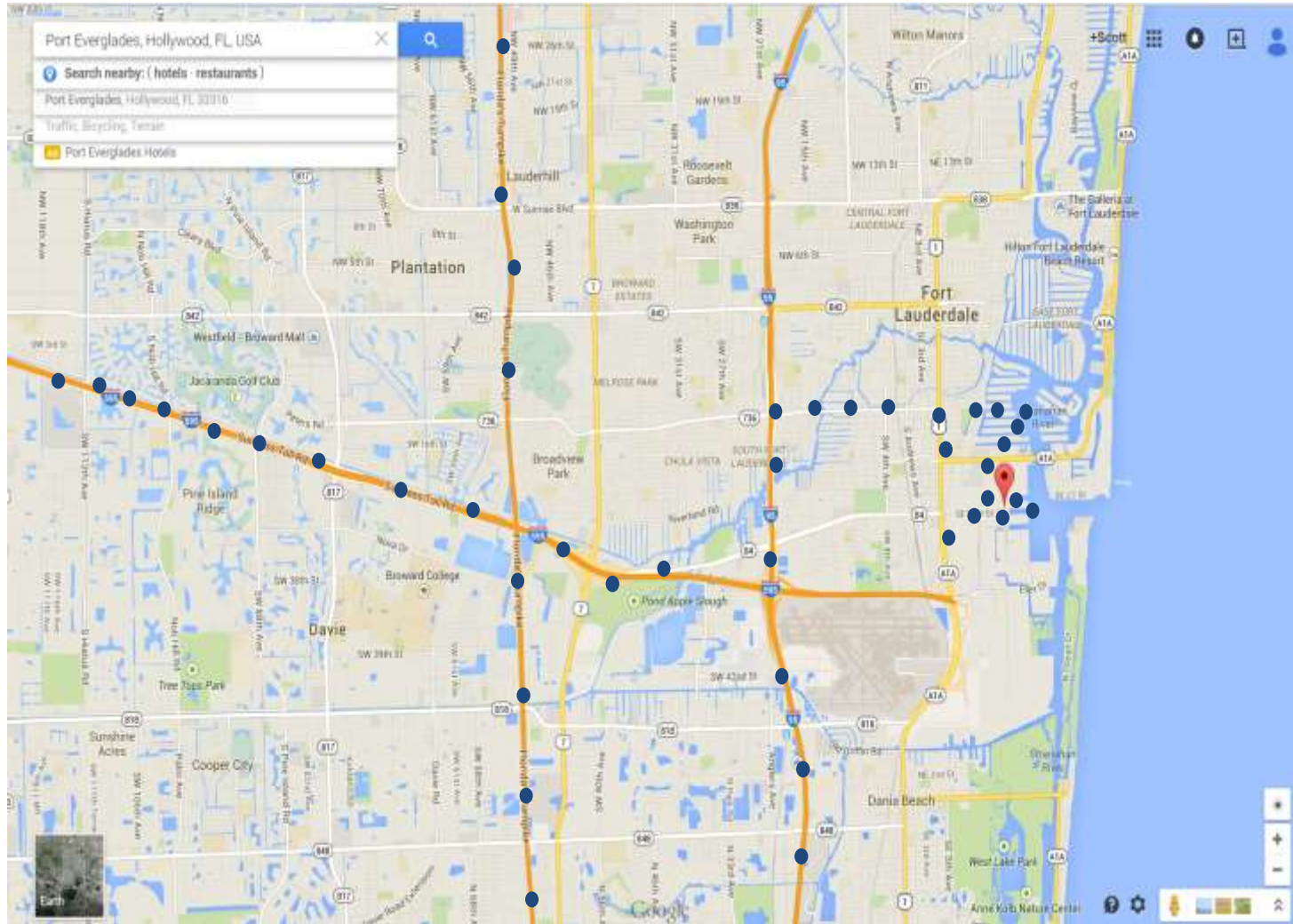
00's

MobileDOCK

Traffic Swarms



Swarms to Ant Trails



Results ...

From



To



12:46PM on one of their busiest days

Community Results ...

Carriers

- Know that they can get in and out efficiently ... if they have an appointment
- Know that they will not get in if they do not have an appointment
- Added capacity of approximately 1 hour per day to each route

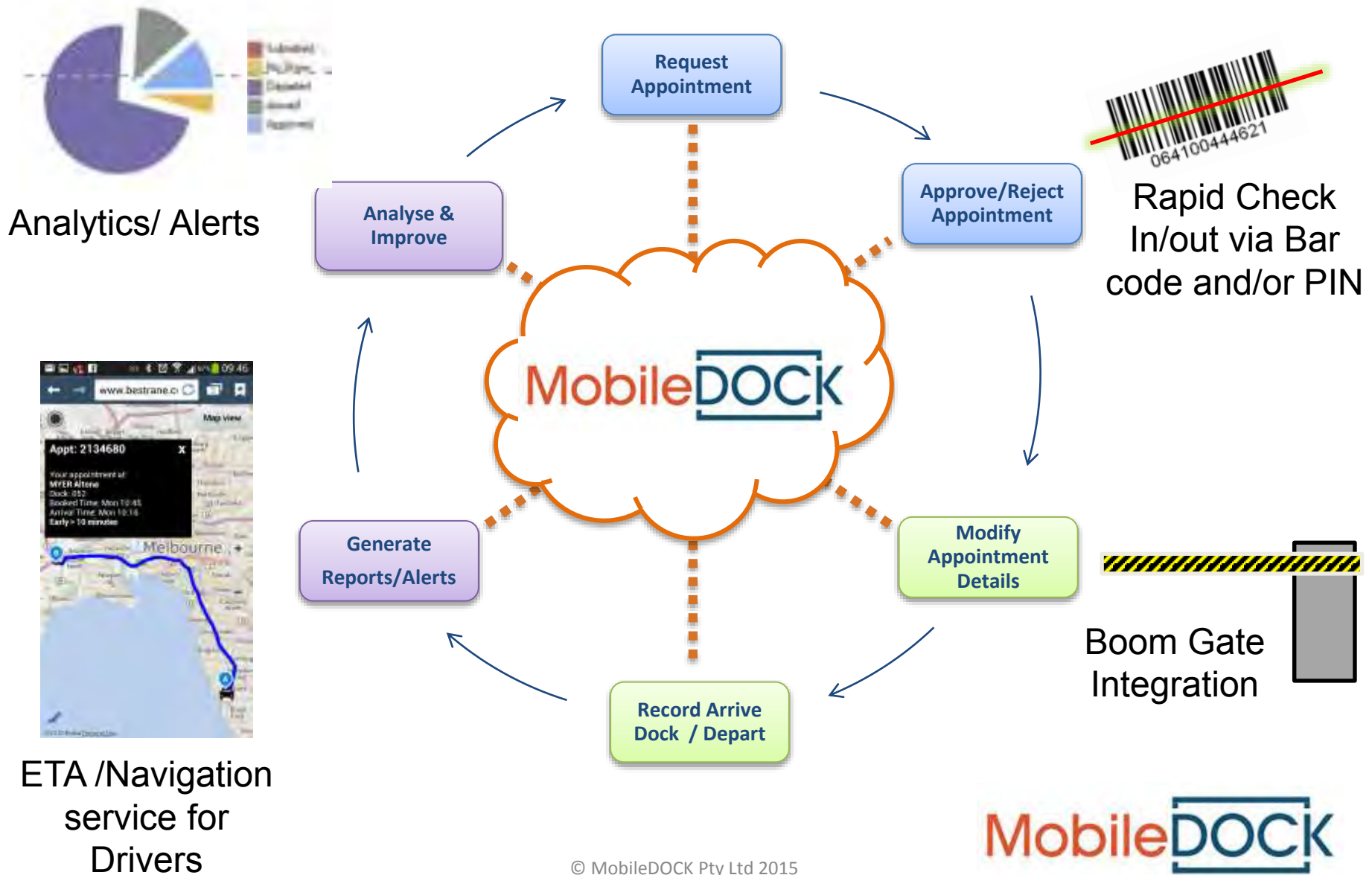
City Precinct

- Reduced congestion ... no queues
- Reduced pollution Reduced CBD idle time
- Increased Amenity

Retailers / Recievers

- Advanced knowledge of what is being delivered when ... enhanced stock control
- Certainty of stock arrival time ...enhanced labour management
- Increased supply chain security ... shortages identified on arrival

The MobileDOCK Transaction



MobileDOCK is proven and ready

- 95% bookings are made and managed automatically
- 10,000+ community participants
- Network effect
- 100% retention
- Scalable to large communities
- > 30,000 transactions/mth

Barangaroo

SYDNEY CBD Precinct

Westfield
Westfield
Westfield
Westfield

SYDNEY (450 Retailers)

BONDI (520 Retailers)

MIRANDA (450 Retailers)

CHATSWOOD (350 Retailers)

EMPORIUM
MELBOURNE

EMPORIUM (350 Retailers)

onesteel

8 Distribution Centers

Super Retail
Group

3 Distribution Centers

snackbrands
AUSTRALIA

3 Distribution Centers

MYER

4 Distribution Centers

MobileDOCK